

BUSINESS EDUCATION FORUM

EDITOR'S NOTE: The index to articles published in BUSINESS EDUCATION FORUM is an annual service to members, libraries, and students. The FORUM is owned and published by the National Business Education Association.

Subject Headings

Accounting
Administration and supervision
Basic business and economics
Business ownership and management
Career education
Communication
Curriculum
Human relations
Information processing
International education
Issues and trends
Keyboarding
Marketing
National Association for Business
Teacher Education
National Business Education Association
Office procedures
Policies commission
Professionalism
Research
Student activities
Teacher education

Author and Subject Entries

ACCOUNTING

An accounting program for today. Eugene Whitney. 46:27 Apr 92
Changing the image of accounting. Gary Adna Ames. 46:36-38 Dec 91
Using the simulated business meeting to develop oral communication skills. Carol F. Venable and Marie E. Flatley. 46:31-33 Oct 91
Where is accounting education headed? Emma Jo Spiegelberg. 46:23-27 Feb 92

ADMINISTRATION and supervision

Fiscal austerity and the need for creativity. Carol Grant Bronk. 46:3 Apr 92
Quality assurance for part-time faculty. Marilynn Kimmelman. 46:5 Apr 92

AMES, Gary Adna

Changing the image of accounting. 46:36-38 Dec 91

ANDERSON, Wayne L.

Teaching business organizational structures. 46:3-5 Feb 92

ARNOLD, Vanessa D. and Terry D. Roach

Leadership: the power of expectations. 46:40-42 Oct 91

BARTHOLOME, Lloyd W.

Preparing business education for the 21st century. 46:15-18 Dec 91

BASIC business and economics

1992 and beyond: understanding the European community. James Calvert Scott. 46:40-42 Feb 92
Flying high: an in-class simulation. Rita Thomas Noel. 46:38-40 Dec 91
Leadership: the power of expectations. Terry D. Roach and Vanessa D. Arnold. 46:40-42 Oct 91
The role of change: a futures scenario. Thomas Haynes. 46:34 Apr 92

BIALASZEWSKI, Dennis, LeRoy A. Franklin, and Phillip Turnquist

A survey of the marketing major. 46:37-40 Feb 92

BRONK, Carol Grant

Fiscal austerity and the need for creativity. 46:3 Apr 92

BUSINESS ownership and management

Downsizing can be an effective tool. Roholanda White. 46:5-8 Feb 92
A philosophy of entrepreneurship education. Earl C. Meyer. 46:8-11 Feb 92
Teaching business organizational structures. Wayne L. Anderson. 46:3-5 Feb 92

CAREER education

Preparing students for employment—what managers really want. Donald A. Neller-moe. 46:11-13 Feb 92

CHANEY, Lillian and Dorothy L. Peters

Word processing competencies needed by today's secretaries. 46:13-16 Feb 92

CHIRI, Judith

Desktop publishing—a welcome break. 46:37 Apr 92

COMMUNICATION

Business communication—are we teaching what employers want? Marcia James. 46:8 Apr 92
Developing writing skills in the business classroom. Laraine Hawkins and William J. Standing. 46:35-37 Feb 92
All about listening. Florence B. Grunkemeyer. 46:28 Apr 92
Teaching ethics in business communication classes. F. Stanford Wayne and Jolene Scriven. 46:37-39 Oct 91
Using the simulated business meeting to develop oral communications skills. Carol F. Venable and Marie E. Flatley. 46:31-33 Oct 91
What's all this talk about illiteracy? J. Howard Jackson and Iris W. Johnson. 46:17-20 Oct 91

CURRAN, Michael G., Jr.

Resolve to make business education leap ahead in 1992. 46:56 Feb 92
NBEA and quality business education. 46:56 Oct 91

CURRICULUM

Integrating ethics into business education. Keith Goree. 46:19-23 Feb 92
Internationalizing the business communication curriculum. Thomas H. Inman, Arnola C. Ownby, Heidi R. Perrault, and Jeanine N. Rhea. 46:19-22 Dec 91

FLATLEY, Marie E. and Carol F. Venable

Using the simulated business meeting to develop oral communications skills. 46:31-33 Oct 91

FRACAROLI, Mary Lynn

A partnership for the business education classroom. 46:12-14 Oct 91

FRANKLIN, LeRoy A., Dennis Bialaszewski, and Phillip Turnquist

A survey of the marketing major. 46:37-40 Feb 92

GARRETT, Norman A. and Terry D. Lundgren

The need for programming skills. 46:11 Apr 92

GOREE, Keith

Integrating ethics into business education. 46:23-27 Feb 92

GRUNKEMEYER, Florence B.

All about listening. 46:28 Apr 92

HAWKINS, Laraine and William J. Standing

Developing writing skills in the business classroom. 46:35-37 Feb 92

HAVICE, Jacque

Ideas for using HyperCard in the business education curriculum. 46:32 Apr 92

HAYNES, Thomas

The role of change: a futures scenario. 46:34 Apr 92

HOLMQUIST, Donna

Responding to tomorrow's needs today. 46:7 Apr 92

HOSLER, Mary Margaret

Incorporating a global perspective in office procedures. 46:38 Apr 92

HUMAN relations

This we believe about valuing cultural diversity in business education. Policies commission for business and economic education. 46:21-22 Oct 91

INFORMATION processing

Artificial intelligence: foundations, trends, and issues. James E. Keen. 46:25-29 Dec 91
DTP sequencing and use of portfolios to teach design. George Mundrake. 46:28-30 Oct 91
Ideas for using HyperCard in the business education curriculum. Jacque Havice. 46:32 Apr 92
Low cost ways to keep software current. Robert A. Schultheis. 46:27-30 Feb 92
The need for programming skills. Norman A. Garrett and Terry D. Lundgren. 46:11 Apr 92
Word processing competencies needed by today's secretaries. Dorothy L. Peters and Lillian Chaney. 46:13-15 Feb 92

BUSINESS EDUCATION FORUM

EDITOR'S NOTE: The index to articles published in BUSINESS EDUCATION FORUM is an annual service to members, libraries, and students. The FORUM is owned and published by the National Business Education Association.

Subject Headings

Accounting
Administration and supervision
Basic business and economics
Business ownership and management
Career education
Communication
Curriculum
Human relations
Information processing
International education
Issues and trends
Keyboarding
Marketing
National Association for Business
Teacher Education
National Business Education Association
Office procedures
Policies commission
Professionalism
Research
Student activities
Teacher education

Author and Subject Entries

ACCOUNTING

An accounting program for today. Eugene Whitney. 46:27 Apr 92
Changing the image of accounting. Gary Adna Ames. 46:36-38 Dec 91
Using the simulated business meeting to develop oral communication skills. Carol F. Venable and Marie E. Flatley. 46:31-33 Oct 91
Where is accounting education headed? Emma Jo Spiegelberg. 46:23-27 Feb 92

ADMINISTRATION and supervision

Fiscal austerity and the need for creativity. Carol Grant Bronk. 46:3 Apr 92
Quality assurance for part-time faculty. Marilynn Kimmelman. 46:5 Apr 92

AMES, Gary Adna

Changing the image of accounting. 46:36-38 Dec 91

ANDERSON, Wayne L.

Teaching business organizational structures. 46:3-5 Feb 92

ARNOLD, Vanessa D. and Terry D. Roach

Leadership: the power of expectations. 46:40-42 Oct 91

BARTHOLOME, Lloyd W.

Preparing business education for the 21st century. 46:15-18 Dec 91

BASIC business and economics

1992 and beyond: understanding the European community. James Calvert Scott. 46:40-42 Feb 92
Flying high: an in-class simulation. Rita Thomas Noel. 46:38-40 Dec 91
Leadership: the power of expectations. Terry D. Roach and Vanessa D. Arnold. 46:40-42 Oct 91
The role of change: a futures scenario. Thomas Haynes. 46:34 Apr 92

BIALASZEWSKI, Dennis, LeRoy A. Franklin, and Phillip Turnquist

A survey of the marketing major. 46:37-40 Feb 92

BRONK, Carol Grant

Fiscal austerity and the need for creativity. 46:3 Apr 92

BUSINESS ownership and management

Downsizing can be an effective tool. Roholanda White. 46:5-8 Feb 92
A philosophy of entrepreneurship education. Earl C. Meyer. 46:8-11 Feb 92
Teaching business organizational structures. Wayne L. Anderson. 46:3-5 Feb 92

CAREER education

Preparing students for employment—our what managers really want. Donald A. Neller-moe. 46:11-13 Feb 92

CHANEY, Lillian and Dorothy L. Peters

Word processing competencies needed by today's secretaries. 46:13-16 Feb 92

CHIRI, Judith

Desktop publishing—a welcome break. 46:37 Apr 92

COMMUNICATION

Business communication—are we teaching what employers want? Marcia James. 46:8 Apr 92
Developing writing skills in the business classroom. Laraine Hawkins and William J. Standing. 46:35-37 Feb 92
All about listening. Florence B. Grunkemeyer. 46:28 Apr 92
Teaching ethics in business communication classes. F. Stanford Wayne and Jolene Scriven. 46:37-39 Oct 91
Using the simulated business meeting to develop oral communications skills. Carol F. Venable and Marie E. Flatley. 46:31-33 Oct 91
What's all this talk about illiteracy? J. Howard Jackson and Iris W. Johnson. 46:17-20 Oct 91

CURRAN, Michael G., Jr.

Resolve to make business education leap ahead in 1992. 46:56 Feb 92
NBEA and quality business education. 46:56 Oct 91

CURRICULUM

Integrating ethics into business education. Keith Goree. 46:19-23 Feb 92
Internationalizing the business communication curriculum. Thomas H. Inman, Arnola C. Ownby, Heidi R. Perrault, and Jeanine N. Rhea. 46:19-22 Dec 91

FLATLEY, Marie E. and Carol F. Venable

Using the simulated business meeting to develop oral communications skills. 46:31-33 Oct 91

FRACAROLI, Mary Lynn

A partnership for the business education classroom. 46:12-14 Oct 91

FRANKLIN, LeRoy A., Dennis Bialaszewski, and Phillip Turnquist

A survey of the marketing major. 46:37-40 Feb 92

GARRETT, Norman A. and Terry D. Lundgren

The need for programming skills. 46:11 Apr 92

GOREE, Keith

Integrating ethics into business education. 46:23-27 Feb 92

GRUNKEMEYER, Florence B.

All about listening. 46:28 Apr 92

HAWKINS, Laraine and William J. Standing

Developing writing skills in the business classroom. 46:35-37 Feb 92

HAVICE, Jacque

Ideas for using HyperCard in the business education curriculum. 46:32 Apr 92

HAYNES, Thomas

The role of change: a futures scenario. 46:34 Apr 92

HOLMQUIST, Donna

Responding to tomorrow's needs today. 46:7 Apr 92

HOSLER, Mary Margaret

Incorporating a global perspective in office procedures. 46:38 Apr 92

HUMAN relations

This we believe about valuing cultural diversity in business education. Policies commission for business and economic education. 46:21-22 Oct 91

INFORMATION processing

Artificial intelligence: foundations, trends, and issues. James E. Keen. 46:25-29 Dec 91
DTP sequencing and use of portfolios to teach design. George Mundrake. 46:28-30 Oct 91
Ideas for using HyperCard in the business education curriculum. Jacque Havice. 46:32 Apr 92
Low cost ways to keep software current. Robert A. Schultheis. 46:27-30 Feb 92
The need for programming skills. Norman A. Garrett and Terry D. Lundgren. 46:11 Apr 92
Word processing competencies needed by today's secretaries. Dorothy L. Peters and Lillian Chaney. 46:13-15 Feb 92

- INMAN, Thomas H., Arnola C. Ownby, Heidi R. Perrault, and Jeanine N. Rhea**
Internationalizing the business communication curriculum. 46:19-22 Dec 91
- INTERNATIONAL education**
Incorporating a global perspective in office procedures. Mary Margaret Hosler. 46:38 Apr 92
Internationalizing the business communication curriculum. Thomas H. Inman, Arnola C. Ownby, Heidi R. Perrault, and Jeanine N. Rhea. 46:19-22 Dec 91
1992 and beyond: understanding the European community. James Calvert Scott. 46:40-42 Feb 92
- ISSUES and trends**
NBEA and quality business education. Michael G. Curran, Jr. 46:56 Oct 91
Preparing business education for the 21st century. Lloyd W. Bartholome. 46:15-18 Dec 91
Providing skills for an information society. Linda Henson Wiggs. 46:19 Apr 92
- JACKSON, Frances L.**
Teaching office politics. 46:33-35 Feb 92
- JACKSON, J. Howard and Iris W. Johnson**
What's all this talk about illiteracy? 46:17-20 Oct 91
- JAMES, Marcia**
Business communication—are we teaching what employers want? 46:8 Apr 92
- JOHNSON, Iris W. and J. Howard Jackson**
What's all this talk about illiteracy? 46:17-20 Oct 91
- KEEN, James E.**
Artificial intelligence: foundations, trends, and issues. 46:25-29 Dec 91
- KEYBOARDING**
Business professionals and keyboarding skills. Rose Mary Wentling. 46:30-33 Feb 92
Desktop publishing—a welcome break. Judith Chiri. 46:37 Apr 92
Keyboarding—an enabling skill. Judith E. Toppe. 46:22-25 Dec 91
Using mental training to enhance keyboarding instruction. Stephen D. Lewis. 46:23-25 Oct 91
- KIMMELMAN, Marilyn**
Quality assurance for part-time faculty. 46:5 Apr 92
- LEWIS, Stephen D.**
Using mental training to enhance keyboarding instruction. 46:23-25 Oct 91
- LUNDGREN, Terry D. and Norman A. Garrett**
The need for programming skills. 46:11 Apr 92
- MANSFIELD, Roma J.**
Work is different from school! 46:25-28 Oct 91
- MARKETING**
Marketing research: from the classroom to the real world. Hugh D. Spittler. 46:23 Apr 92
A survey of the marketing major. Dennis Biaszewski, LeRoy A. Franklin, and Phillip Turnquist. 46:37-40 Feb 92
Teaching basic marketing financials. Gary T. Ward. 46:34-37 Oct 91
Trade publications in the marketing classroom. William A. Stull. 46:29-33 Dec 91
- MEYER, Earl C.**
A philosophy of entrepreneurship education. 46:8-10 Feb 92
- MILLER, Edward D.**
Our image: reflection or fabrication? 46:11-12 Oct 91
- MUNDRAKE, George**
DTP sequencing and use of portfolios to teach design. 46:28-30 Oct 91
- NATIONAL Association for Business Teacher Education**
Business communication—are we teaching what employers want? Marcia James. 46:8 Apr 92
Cooperative learning strategies in the business education curriculum. Janet Scaglione. 46:15 Apr 92
NBEA honors 1991 award of merit winners. 46:51-53 Dec 91
The need for programming skills. Norman A. Garrett and Terry D. Lundgren. 46:11 Apr 92
Responding to tomorrow's needs today. Donna Holmquist. 46:7 Apr 92
- NATIONAL Business Education Association**
The 1992 catalogue of NBEA publications and gifts. 46:43 Feb 92
Business education professional leadership roster. 46:41-50 Dec 91
Committees plan for Boston convention. 46:44 Oct 91
Excellence in action—the Nashville convention. 46:3-5 Oct 91
Graduate credit offered for NBEA convention. 46:51 Feb 92
Nashville NBEA 1991—a picture essay. 46:6-7 Oct 91
NBEA and quality business education. Michael G. Curran, Jr. 46:56 Oct 91
NBEA balance sheet. 46:53 Dec 91
NBEA executive board decisions. 46:55 Feb 92
NBEA soliciting donations for scholarship fund. 46:57 Dec 91
Program of work for 1991-92. 46:43-48 Oct 91
Statement of ownership, management, and circulation. 46:53 Dec 91
- NELLERMOE, Donald A.**
Preparing students for employment—or, what managers really want. 46:11-13 Feb 92
- NOEL, Rita Thomas**
Flying high: an in-class simulation. 46:38-40 Dec 91
- OFFICE procedures**
Incorporating a global perspective in office procedures. Mary Margaret Hosler. 46:38 Apr 92
Teaching both manual and electronic filing concepts in records management. Karen K. Waner and Lonnie Echternacht. 46:29-33 Dec 91
Teaching office politics. Frances L. Jackson. 46:33-35 Feb 92
Work is different from school! Roma Jean Mansfield. 46:25-28 Oct 91
- OWNBY, Arnola C., Thomas H. Inman, Heidi R. Perrault, and Jeanine N. Rhea**
Internationalizing the business communication curriculum. 46:19-22 Dec 91
- PERRAULT, Heidi R., Thomas H. Inman, Arnola C. Ownby, and Jeanine N. Rhea**
Internationalizing the business communication curriculum. 46:19-22 Dec 91
- PETERS, Dorothy L. and Lillian Chaney**
Word processing competencies needed by today's secretaries. 46:13-16 Feb 92
- POLICIES commission**
This we believe about valuing cultural diversity in business education. 46:21-22 Oct 91
- PROFESSIONALISM**
Characteristics of a leader. Janet M. Treichel. 46:53 Apr 92
Profile of a professional. Janet M. Treichel. 46:58 Dec 91
- RESEARCH**
Preparing students for employment—or, what managers really want. Donald A. Nellermoe. 46:11-13 Feb 92
Student perception of teacher effectiveness based on teacher employment and course skill level. Donald K. Zahn and Robert M. Schramm. 46:16-19 Feb 92
Word processing competencies needed by today's secretaries. Dorothy L. Peters and Lillian Chaney. 46:13-16 Feb 92
- RHEA, Jeanine N., Thomas H. Inman, Arnola C. Ownby, and Heidi R. Perrault**
Internationalizing the business communication curriculum. 46:19-22 Dec 91
- ROACH, Terry D. and Vanessa D. Arnold**
Leadership: the power of expectations. 46:40-42 Oct 91
- SCAGLIONE, Janet**
Cooperative learning strategies in the business education curriculum. 46:15 Apr 92
- SCHRAMM, Robert M. and Donald K. Zahn**
Student perception of teacher effectiveness based on teacher employment and course skill level. 46:16-19 Feb 92
- SCHULTHEIS, Robert A.**
Low cost ways to keep software current. 46:27-30 Feb 92
- SCOTT, James Calvert**
1992 and beyond: understanding the European community. 46:40-42 Feb 92
- SCRIVEN, Jolene and F. Stanford Wayne**
Teaching ethics in business communication classes. 46:37-39 Oct 91
- SPIEGELBERG, Emma Jo**
Where is accounting education headed? 46:23-27 Feb 92
- SPITLER, Hugh D.**
Marketing research: from the classroom to the real world. 46:23 Apr 92
- STANDRING, William J. and Laraine Hawkins**
Developing writing skills in the business classroom. 46:35-37 Feb 92
- STUDENT activities**
Get involved with student organizations. Alden A. Talbot. 46:15-16 Oct 91
Our image: reflection or fabrication? Edward D. Miller. 46:11-12 Oct 91
A partnership for the business education classroom. Mary Lynn Fracaroli. 46:12-14 Oct 91

STULL, William A.

Trade publications in the marketing classroom.
46:29-33 Dec 91

TALBOT, Alden A.

Get involved with student organizations. 46:15-16
Oct 91

TEACHER education

Quality assurance for part-time faculty. Marilyn
Kimmelman. 46:5 Apr 92

TOPPE, Judith E.

Keyboarding—an enabling skill. 46:22-25 Dec 91

TREICHEL, Janet M.

Characteristics of a leader. 46:53 Apr 92
Profile of a professional. 46:58 Dec 91

**TURNQUIST, Phillip, LeRoy A. Franklin and
Dennis Bialaszewski**

A survey of the marketing major. 46:37-40
Feb 92

VENABLE, Carol F. and Marie E. Flatley

Using the simulated business meeting to develop
oral communications skills. 46:31-33 Oct 91

WANER, Karen K. and Lonnie Echternacht

Teaching both manual and electronic filing
concepts in records management. 46:29-33
Dec 91

WARD, Gary T.

Teaching basic marketing financials. 46:34-37
Oct 91

WAYNE, F. Standford and Jolene Scriven

Teaching ethics in business communication
classes. 46:37-39 Oct 91

WENTLING, Rose Mary

Business professionals and keyboarding skills.
46:30-33 Feb 92

WHITE, Roholanda

Downsizing can be an effective tool. 46:5-8
Feb 92

WHITNEY, Eugene

An accounting program for today. 46:27 Apr 92

WIGGS, Linda Henson

Providing skills for an information society. 46:19
Apr 92

ZAHN, Donald K. and Robert M. Schramm

Student perception of teacher effectiveness based
on teacher employment and course skill level.
46:16-19 Feb 92



NATIONAL BUSINESS EDUCATION ASSOCIATION MEMBERSHIP APPLICATION

"Your Key to Professional Excellence"

MEMBERSHIP SERVICES

- professional journal
- yearbook
- special publications
- regional membership
- legislative action
- awards program
- professional network
- low-cost insurance
- credit card program
- business teacher referral
- business-industry link
- global perspective

**RETURN THIS FORM WITH
YOUR PAYMENT TO:**
National Business Education Association
Membership Department
1914 Association Drive
Reston, VA 22091-1596

(703) 860-8300
FAX (703) 620-4483

IMPORTANT: Please list both home and business addresses and telephone numbers.

Indicate mailing preference. ☐ Home ☐ Business

Title _____ Name _____

Organization Name _____

Business Address _____

City _____ State _____ Zip _____

Business Telephone (area code) _____

Home Address _____

City _____ State _____ Zip _____

Home Telephone (area code) _____

MEMBERSHIP CLASSIFICATION

☐ Professional \$50.00

☐ Professional/ISBE \$70.00

International Society for Business Education

NBEA Membership Year

July 1 through June 30

Membership dues include \$9.00 for a subscription to
Business Education Forum. Subscriptions are not available
to nonmembers.

METHOD OF PAYMENT

☐ Check enclosed payable to NBEA \$ _____

☐ VISA # _____

☐ MasterCard # _____

Expiration Date _____

Signature _____

Signature required for all credit card charges

NBEA dues are not deductible as charitable contributions for federal
income tax purposes; however, they may be deductible as a business
expense under other provisions of the Internal Revenue Code.

